

FOOD JOURNAL Dietary tracking made easy.

# PROTOTYPES





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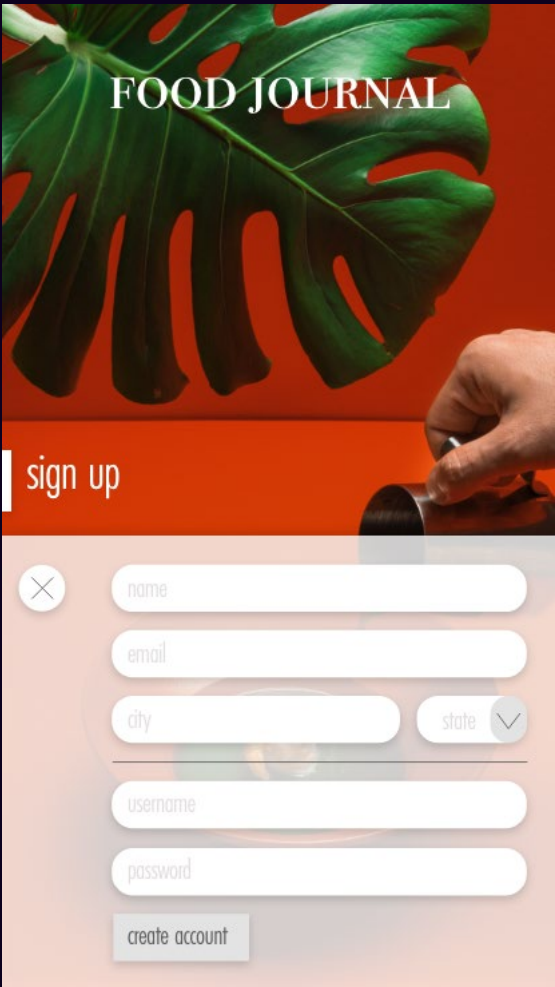
The screens pictures here are the latest iteration of the app. Sign up/sign in screen will appear if the app has been idle or closed for over two weeks.



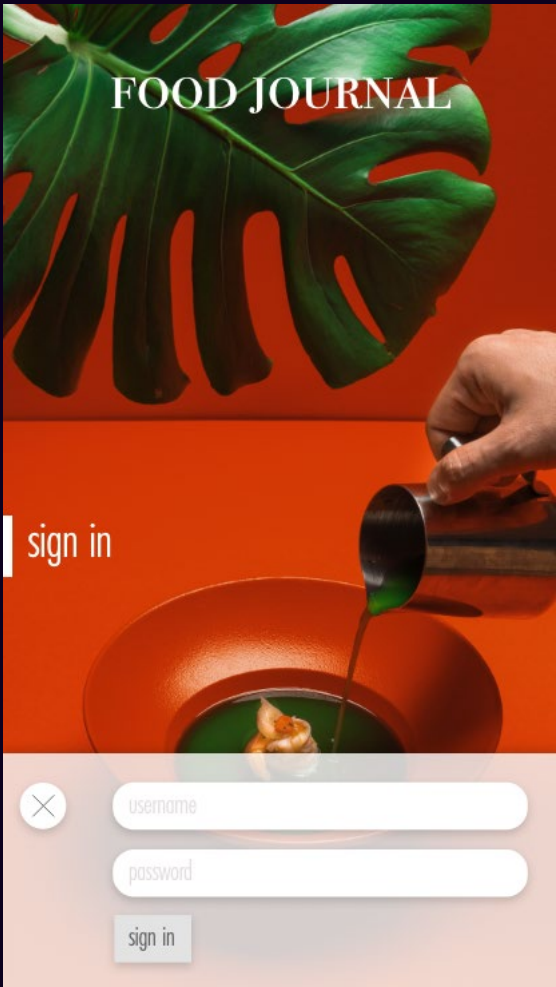
Welcome screen



Sign up/sign in



Sign up fields



Sign in fields

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The home screen keeps tidy the daily calorie count bar, the meal totals and the navigation to other app components.



Home screen with new user hint



Home screen with new user hint cleared



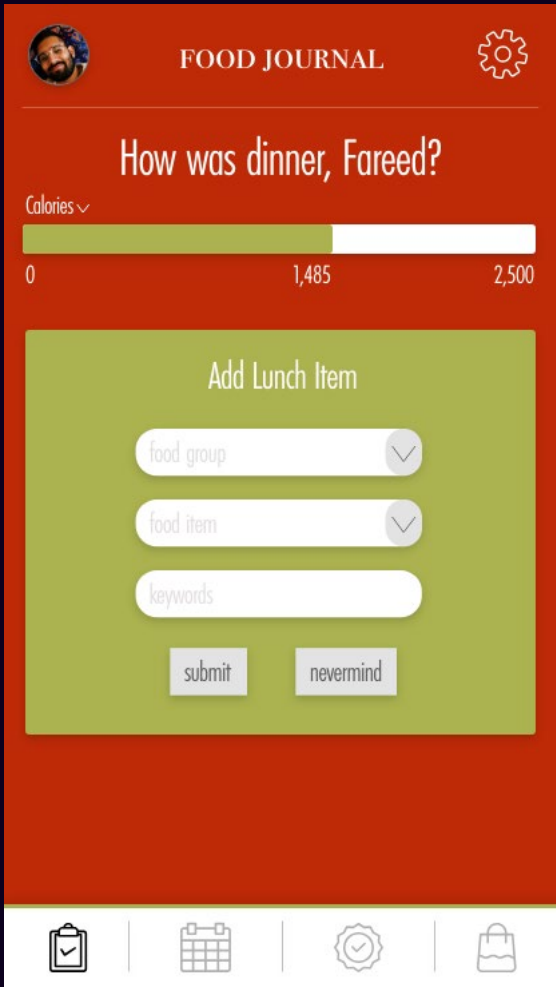
Home screen with selection made to add either a lunch item or lunch snack



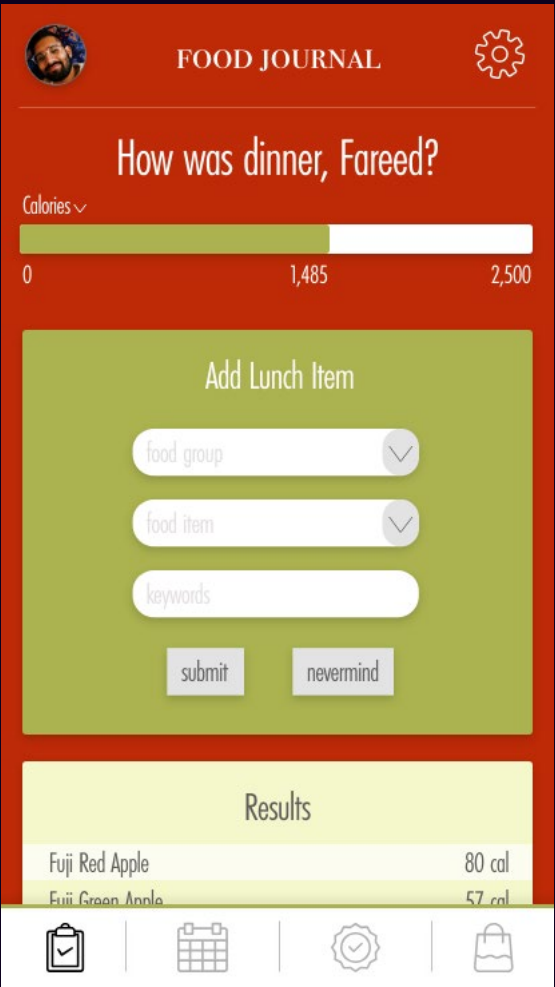
Home screen with slide-to-delete function active

# PROTOTYPES

The search screens are launched after the user indicates the need to add an item.



Add lunch item  
food search



Add lunch item food  
search results



Add lunch item food  
search results pulled  
above the fold





the art of being a woman

# BRITAIN

ISSUE No. 22

Next Steps



# WHAT'S NEXT FOR FOOD JOURNAL?

The first two rounds of Food Journal development have revealed pain points that can be eradicated and advancements that can be made to truly make it the best food tracking app on the market.



## Pain Point #1

A search function on the home screen is one of the biggest elements in need. Adding this feature will allow users to browse nutritional facts without adding it to their food logs.



## Pain Point #2

There is currently no visual indication on the search results page that the items from the list can be added to your log. A clickable icon will be added to each row of results.



## Pain Point #3

Before results are listed on the search screen, there is no way to navigate back to the Home screen if the user changes their mind about conducting a search. The Search screen will be reformatted to incorporate this feature.

